RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

JAN 0 6 REC'D

Sales		Retail	
1221		1222	
1222		1223	
1223		1223	
1224		1226	
1225			
1226			
1229			
1240	AE		
1244	JM, FP	RSM	REM

RJR Account #375878
P. Cox
McLANE-NORTHEAST

FEBRUARY: DORAL B1G1F PROMOTION #800018

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. 720 SKUs of Displays (item #536645) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				$ Amount
		LIGHT	LT 100	LT MN 100	FF 100	
	UPC Code	12300-24960	12300-24961	12300-24963	12300-24962	
ER2786-01	B1G1F / CT	1	1	1	1	274.70
ER2787-01	B1G1F / MA	1	1	1	1	118.70
ER2788-01	B1G1F / NY	20	20	20	20	4,774.38
ER2789-01	B1G1F / PA	1	1	1	1	388.70
ER2790-01	B1G1F / NH	1	1	1	1	94.70
	TOTALS	24	24	24	24	$5,651.18

Product Arrival: **January 26, 1998**
Shipper Displays Arrival (Consolidated): **January 29, 1998**
Ship Date to Retail: **Week of February 16, 1998**

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE: **0.4965**
SKU WT (w/o Product): **1.1700 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **2 Savings Cartons**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:
* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $470.40 **(33.6 (12M) cases @ $14.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

FEBRUARY: DORAL B1G1F / PROMOTION #800018

RETAIL DISTRIBUTION DATE: 2/16/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	138	See List	142	1		23			2	4	97			12	3	
BRADFORD OIL	6	1	6						4							2
COOKS CONVENIENT	6	See List	9								9					
CONV EXPRESS	5	See List	9								9					
EXPRESS MART	40	See List	45								45					
HESS MART	45	See List	80							2	77			1		
HESS STATION	103	See List	116	1		3				9	98			4	1	
J MART	8	1	8								8					
KRAUSZERS	12	1	12	12												
MANLEY'S	11	See List	30								30					
MOBIL / ON THE RUN	101	1	101	14		13			13		56				5	
QUICKWAY	36	See List	36								36					
SUGARCREEK	74	1	74								74					
SUNRISE FOODS	21	See List	21								21					
INDEPENDENTS & SMALL CHAINS	19	See List	22	1		4			2		13			2		
TOTALS	625		711	29	0	43	0	0	21	15	573	0	0	19	9	2

(MCST-D18.XLS)1/5/98

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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